

An enlarged reproduction of this photograph, suitable for framing, will be mailed upon request—Oakland Motor Car Co., 170 Oakland Ave., Pontiac, Mich.



MAKING NEW FRIENDS
AND KEEPING THE OLD



BEAUTY COMES OF INFINITE CARE . . .

You know from your own experience that, without patient care, flowers remain only flowers and vines are just vines. To become a *garden*, they must be guided into a balanced plan of beauty.

To give you beauty in your Oakland and Pontiac cars, we work in the same way. First we build full size working models of plaster. Under searchlights, we study and shape the contours so that lines are pleasing and highlights fall evenly in the right places. •

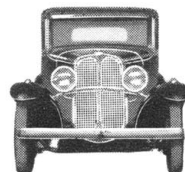
We experiment with fenders and mouldings to develop lines of graceful length. We blend colors or the right combination. We want you to like your car when you first see it, and be proud of it always.

Every detail is made to work toward a definite scheme of beauty. The new splash aprons are not just added features—they are a part of the car's attractive front-end design. The special rain-gutters, which might have been just rain-gutters, actually improve the body lines. The neat fender lamps seem inseparable from the fenders themselves. Even door handles and hub caps 'fit the picture' perfectly.

Is it worth while—this slow, careful search for beauty? We think so. Just as infinite care makes a garden beautiful, it also makes a car beautiful. And when we see how proud our owners are, we are glad we have taken such pains to please them.

OAKLAND 8

PRODUCTS OF
Bodies by



PONTIAC 6

GENERAL MOTORS
Fisher